R.J. Reynolds
Tobacco Company

M. J. GOODMAN
Regional Operations Manager
486 Thomas Jones Way
Suite 200
Exton, PA. 19341
610-280-9120
Fax: 610-280-9119

May 7, 1997

RJR Account # 401041
B W CLIFFORD
ELM STREET
MORRISTOWN, NJ 07960

June Doral Buy 2 Packs Get 1 Free #700272

To: B W CLIFFORD

Doral product and shippers have been packed and are available for you at your wholesale supplier **M.BERNSTEIN & SONS**. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the nubers of displays indicated to your accounts on this listing.

Quantity of Shippers:	4
These shippers will service:	4 Retail Stores
Ship Date to retail	Week of June 16, 1997
Retail Sales Offer per SKU	20 Offers
Brand Assortment:	Doral FF Box Doral LT Box Doral FF 100 Doral LT 100
Billing per SKU	Your Wholesaler will bill you 4.9 cartons or 5 cartons if the extra live pack is included.

Promotion Description: Each display will have 7 cartons of 4 different brand styles. Each display will contain 21 B2G1F Offers and either 7 or 8 'Live' packs.

Ship the number of displays to each account as noted on the enclosed retail account listing.

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Doral B2G1F
Account: B W CLIFFORD / 401041

Attached is a list of retail accounts authorized to receive the packed displays.

Important Note: If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120. We will arrange to have our sales representatives re-sell the product for you .

For additional information or questions please contact your RJR Representative: Lenard Weber

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lenard Weber

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3PEN54B2 WORKPLAN VAP SUBJOBBER TEMPLATE LISTING PAGE: 18
DATE: 97-04-30
TIME: 05:06 PM

IRECT WHSLR : 536608 M. BERNSTEIN & SONS
NDIRECT WHSLR: 401041 B W CLIFFORD INC
EMPLATE : 700272 70600 DOR JUNE B2G1F
'MPLATE SEQ : 0008
ES LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
33003	133025	089099	INTERSTATE NEWS	41 HEADQUARTERS P	MORRISTOWN	NJ	07960	1				(201)267-2840
33003	133025	437455	MORRIS NEWSTAND	139 MORRIS ST	MORRISTOWN	NJ	07960	1				(201)538-4844
33008	133025	509660	PARSIPPANY SUNOCO	1947 ROUTE 46 EAS	PARSIPPANY	NJ	07054	1		1335-0400		(201)299-1133
33003	133028	401365	TRUEVALUEWINE&SPIRI	LYONS MALL	BASKING RIDGE	NJ	07920	1				(908)766-0830

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

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